



2024 Summer Sustainability Campaign Media Plan

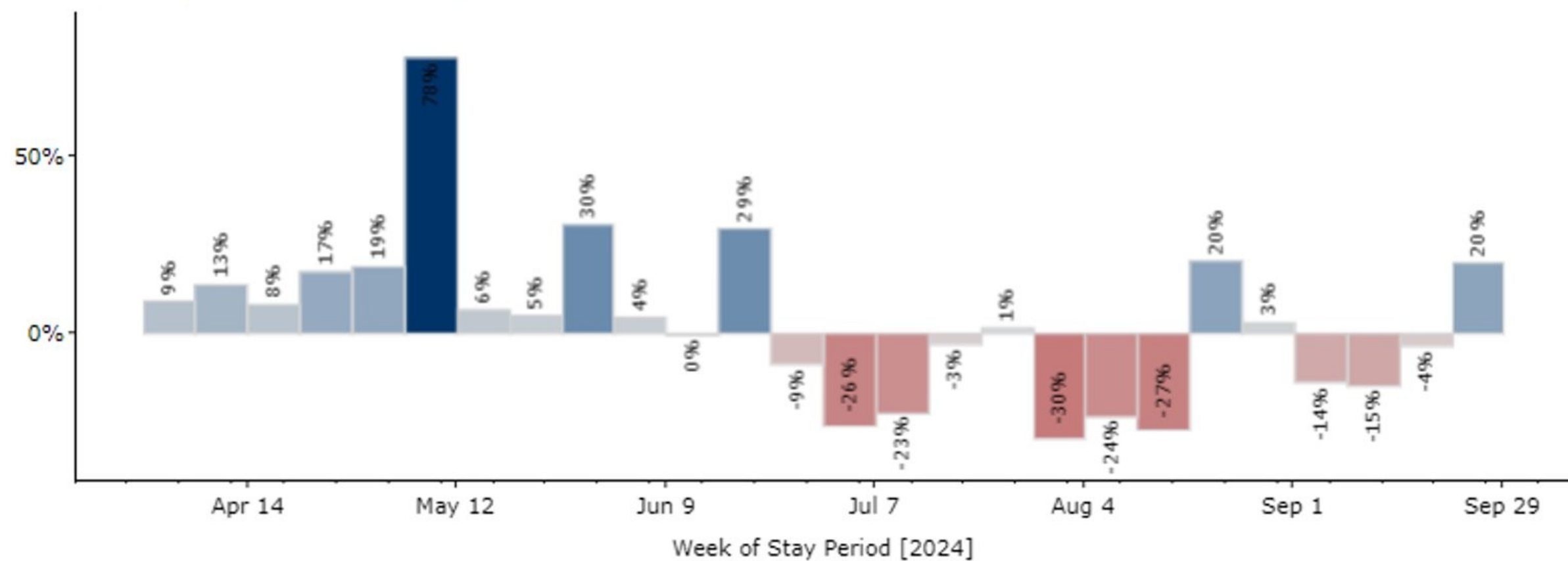
CAMPAIGN GOALS

Campaign Goals

- Convey a stewardship message within Sedona, in Phoenix and key summer visitation markets
- Drive a positive return on ad spend (ROAS) above 5x for the Datafy portion of the buy
- Drive demand and bookings for Sedona lodging properties
- Generate attributable economic impact for the City of Sedona

MARKET ANALYSIS

Occupancy Outlook Compared to Same Time Last Year



Top Visitation Markets - Lodging/Summer

6/1/19 — 8/31/19

Phoenix -Prescott 39.37%
Los Angeles 5.81%
Tucson -Sierra Vi... 3.35%
New York 2.8%
Chicago 2.17%
Houston 1.71%
Dallas-Ft. Worth 1.69%
Atlanta 1.52%
Las Vegas 1.39%
San Diego 1.33%

5/1/21 — 8/31/21

Phoenix -Prescott 39.55%
Los Angeles 6.97%
New York 3.58%
Tucson -Sierra Vi... 3.35%
Las Vegas 1.86%
Chicago 1.83%
San Diego 1.67%
Dallas-Ft. Worth 1.62%
San Francisco-O... 1.54%
Philadelphia 1.44%

5/1/22 — 8/31/22

Phoenix -Prescott 47.05%
Los Angeles 11.98%
Tucson -Sierra Vi... 6.16%
New York 4.04%
Chicago 2.65%
Las Vegas 2.63%
Dallas-Ft. Worth 2.01%
San Diego 1.82%
Denver 1.46%
Houston 1.38%

5/1/23 — 8/31/23

Phoenix -Prescott 33.9%
Los Angeles 8.2%
New York 4.56%
Tucson -Sierra Vi... 3.93%
Chicago 2.66%
Dallas-Ft. Worth 2.21%
Las Vegas 2.17%
San Diego 1.98%
Houston 1.7%
Atlanta 1.69%

Top Markets by 4-Year Ave. % Visitation

Phoenix	40%
Los Angeles	8.24%
Tucson	4.20%
New York	3.75%
Chicago	2.33%
Dallas	2.08%
Las Vegas	2.01%
San Diego	1.70%
Houston	1.47%
Atlanta	1.35%

Visitation metrics were filtered by those that stayed in Sedona lodging properties only.

Top Spend Markets

JUNE 2023

Phoenix-Prescott, AZ	\$1,368,830
Los Angeles, CA	\$783,316
Tucson-Sierra Vista, AZ	\$207,008
Seattle-Tacoma, WA	\$175,780
Dallas-Ft. Worth, TX	\$170,973
San Francisco-Oakland-San Jose, CA	\$170,234
San Diego, CA	\$170,006
Chicago, IL	\$148,055
Denver, CO	\$106,295
Washington, Dc-Hagerstown, MD	\$105,336

JULY 2023

Phoenix-Prescott, AZ	\$1,617,336
Los Angeles, CA	\$730,713
Tucson-Sierra Vista, AZ	\$223,151
San Francisco-Oakland-San Jose, CA	\$164,048
Dallas-Ft. Worth, TX	\$159,832
San Diego, CA	\$129,043
Chicago, IL	\$119,999
Seattle-Tacoma, WA	\$115,097
New York, NY	\$109,211
Las Vegas, NV	\$105,259

AUG 2023

Phoenix-Prescott, AZ	\$1,124,034
Los Angeles, CA	\$403,804
Tucson-Sierra Vista, AZ	\$128,400
Chicago, IL	\$116,192
Seattle-Tacoma, WA	\$113,929
San Francisco-Oakland-San Jose, CA	\$108,272
San Diego, CA	\$95,866
New York, NY	\$86,959
Dallas-Ft. Worth, TX	\$79,434
Washington, Dc-Hagerstown, MD	\$67,990

JUNE 2022

Phoenix-Prescott, AZ	\$1,912,514
Los Angeles, CA	\$865,260
San Francisco-Oakland-San Jose, CA	\$256,801
Tucson-Sierra Vista, AZ	\$245,381
Chicago, IL	\$240,655
Philadelphia, PA	\$214,026
Seattle-Tacoma, WA	\$208,917
Dallas-Ft. Worth, TX	\$202,417
Denver, CO	\$192,097
New York, NY	\$180,256

JULY 2022

Phoenix-Prescott, AZ	\$2,134,691
Los Angeles, CA	\$728,152
Tucson-Sierra Vista, AZ	\$298,387
Denver, CO	\$244,444
San Francisco-Oakland-San Jose, CA	\$213,350
Dallas-Ft. Worth, TX	\$189,089
New York, NY	\$172,072
Seattle-Tacoma, WA	\$167,219
San Diego, CA	\$152,115
Las Vegas, NV	\$135,803

AUG 2022

Phoenix-Prescott, AZ	\$1,629,112
Los Angeles, CA	\$664,363
Chicago, IL	\$279,987
San Francisco-Oakland-San Jose, CA	\$261,768
Dallas-Ft. Worth, TX	\$260,190
Denver, CO	\$252,060
Tucson-Sierra Vista, AZ	\$235,701
Seattle-Tacoma, WA	\$235,616
New York, NY	\$214,543
Washington, Dc-Hagerstown, MD	\$199,235

Top Summer Spend Markets

Top Market by Ave. Spend

Phoenix	41.8%
Los Angeles	17.81%
Tucson	5.76%
San Francisco	5.02%
Dallas	4.54%
Seattle	4.35%
Chicago	4.3%
Denver	4.25%
New York	3.30%
San Diego	3.19%

We review spend data from Symphony for the period of June through August for both 2022 and 2023.

The numbers in the table represent the percentage of the total spend during this time period.

Top Summer Markets Summary

Top Markets by 4 Year Ave. %

Visitation

Phoenix	40%
Los Angeles	8.24%
Tucson	4.20%
New York	3.75%
Chicago	2.33%
Dallas	2.08%
Las Vegas	2.01%
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Top Market by Ave. Spend

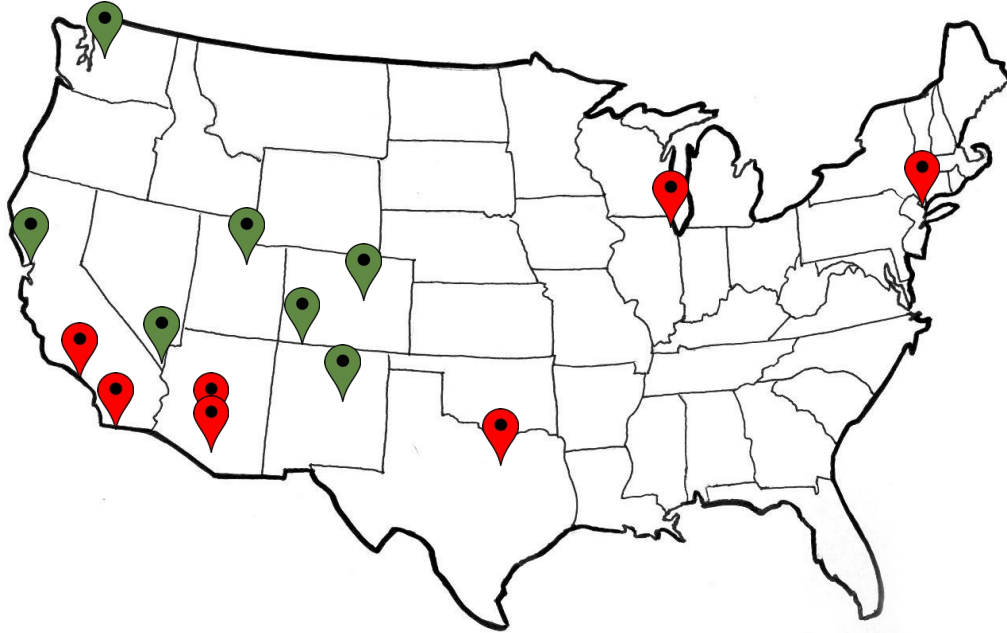
Phoenix	\$1.63M
Los Angeles	\$694,000
Tucson	\$224,000
San Francisco	\$195,000
Dallas	\$176,000
Seattle	\$169,000
Chicago	\$167,000
Denver	\$165,000
New York	\$128,000
San Diego	\$124,000

Phoenix and San Diego are highlighted markets that showed up in both the top 10 recommended target markets for the summer campaign. Recent awareness and perception research also showed that residents of Phoenix are 20% more likely to visit Sedona during the months of May-August, making them not only an appropriate target for summer visitation, but the prime audience for stewardship messaging.

With an increased budget for summer, DVA would also recommend continuing the marketing efforts in Seattle, Las Vegas, Denver, and San Francisco.

MEDIA RECOMMENDATION

Audience Mix & Target Markets



A mix of social media, paid search and Datafy's programmatic ad service. We will target:

- Past-visitors, new visitors with a propensity for outdoor adventure/travel, unique shopping, and dining experiences.
- Include Household Incomes (HHI) above \$100K and households with 1-2 and 3-5 members.

Additionally, since the campaign will be equally developed for educational purposes, we will target in-market visitors, with sustainability messaging, as well.



Core Markets

Emerging Markets

Campaign Details

- Media spend: \$100,000+ but final amount TBD
- Flight: May 1 to August 15, 2024
- Tactics: Paid social media; native, display, video, and retargeting; paid search
- Target Markets (reference slide 8)
- In-Market

Depending on the Chamber's BID summer marketing campaign this campaign could pivot to:

- Exclude the overlapping markets
- Focus on only in-market marketing

THANK YOU